

Press-Telegram
Southland

LONG BEACH, CALIFORNIA, SUNDAY, JANUARY 29, 1950

MAGAZINE
Section



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VOL. 2 NO. 52

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Member
PACIFIC SUNDAY
MAGAZINES
FRED TAYLOR KRAFT,
Magazine Editor

SEA, SUN AND SAIL

Photo by Bob Ruskoff.

The zestful thrill of a rail-down wind, which makes all sailors kin, is caught in this photo of a racing yacht in a mid-winter regatta tune-up. (See Page 2.)

IT'S A WOMAN'S GAME, TOO!



Bowling appeals to all: Owner of two alleys, active bowler is "Mom" Taylor.

By Ben Zinser

IT HASN'T been too many years since bowling was strictly a man's game and a woman's place was in the home where she had to listen to her husband rave about his average.

Women 27 to 52



Mrs. Oakland of 1912 says, "I want everyone to know how thankful I am to my wonder-machine the Relax-A-Cizer and what it has done for me." Signed: Barbara Bischell, Miss Oakland, 1912.

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Poly High School bowling team: Janice Wickman, Helen Cier, Dottie Riggle, Marilyn Cabe and Marion Northrup.

Vava Bowers starts her ball toward another strike. She is a school teacher.

the last city tournament. Then there is Mrs. Jessie (Mom) Taylor, who said, "Tell them I have nine grandchildren and one in escrow." Mrs. Taylor's interest in bowling extends to the ownership of two Long Beach bowling establishments.

Membership in the woman's association of the Long Beach District now totals about 1400 for the fifth largest membership in the state. The district encompasses an area with a 25-mile radius and features 52 leagues, including circuits in Long Beach, Wilmington, Lomita, San Pedro, Bellflower, Compton, Downey, Maywood and South Gate.

THE BEST-KNOWN distaff bowler in the city, of course, is Merle Matthews, one-time national doubles champion.

The sight of skirts, shorts and slacks on the nation's bowling alleys spelled success for the nation's kegeling industry, which hadn't always fared well financially.

Today, the powder-puff pin pokers are bowling along at a noteworthy clip. In addition to operating a well-organized national organization, they publish a national magazine, conduct a nationwide tournament each year and attract more than two million followers. Membership in the national association now numbers 432,926, and the rest are non-league bowlers or those who participate solely in open play.

JOE FALCARO, one-time national match game champion, once said, "The ladies take a much more enthusiastic attitude toward improving their scores than do the men."

There's something to that. Gladys Carlson, president of the Long Beach District, Woman's Bowling Association, declares that her biggest thrill in bowling occurred when she rolled a 250 game to defeat her husband in kegeling competition.

Mrs. Carlson, incidentally, is one of many Long Beach women whose interest in the tenpins sport was first aroused by the visit of Mrs. Floretta D. McCutcheon, an expert bowler, to Long Beach in 1941. In July of that year Mrs. McCutcheon conducted a bowling school for women under the sponsorship of the Press-Telegram sports department. As a result of that school many women took up bowling or started to devote more time to the game.

In Long Beach, as in the rest of the nation, the bowling game attracts all types—housewives, office workers, schoolteachers and schoolgirls. A team of girls from Polytechnic High School won the most recent junior state championship. A team of Washington Junior High School girls appeared as a booster group in

through the "Victorian" cycle—either our parents or grandparents possessed furniture or bric-a-brac that comes under this classification. It was the period of heavy mahogany furniture, the haircloth sofas, the ebonized tables, tasseled lamp shades and other paraphernalia.

Yet all of this has come back into favor as antiques. If used in moderation, furniture of the Victorian area is suitable for use in homes of today. For it is characteristic of a period that has already become historic and imbued with a touch of romance. They have become symbols and are no longer merely household furnishings.

The oval, tripod complexion table shown here was a popular item in most Victorian homes. It was placed before the fireplace as a protection when the mistress of the home was reading or needlepointing near the flames. It is hand-carved with leaf scrolls, all in solid walnut.

In all fairness to this period, it might be said that much of the criticism of Victorian "stiffness" is due more to the decorative ideas of the time than the actual furniture. Rooms were overcluttered with incidental pieces. Today these same pieces may be shown to advantage if used in moderation and in combination with other early furniture styles.

Between most periods there was a transitional period,

Bowling is a major sport for women. Almost 7000 members of the fair sex indulge in the pastime in the Long Beach area alone.

pion. Miss Matthews and Margaret Cass of Alhambra in 1948 won the national doubles championship of the Woman's International Bowling Congress after a roll-off in Dallas, Texas.

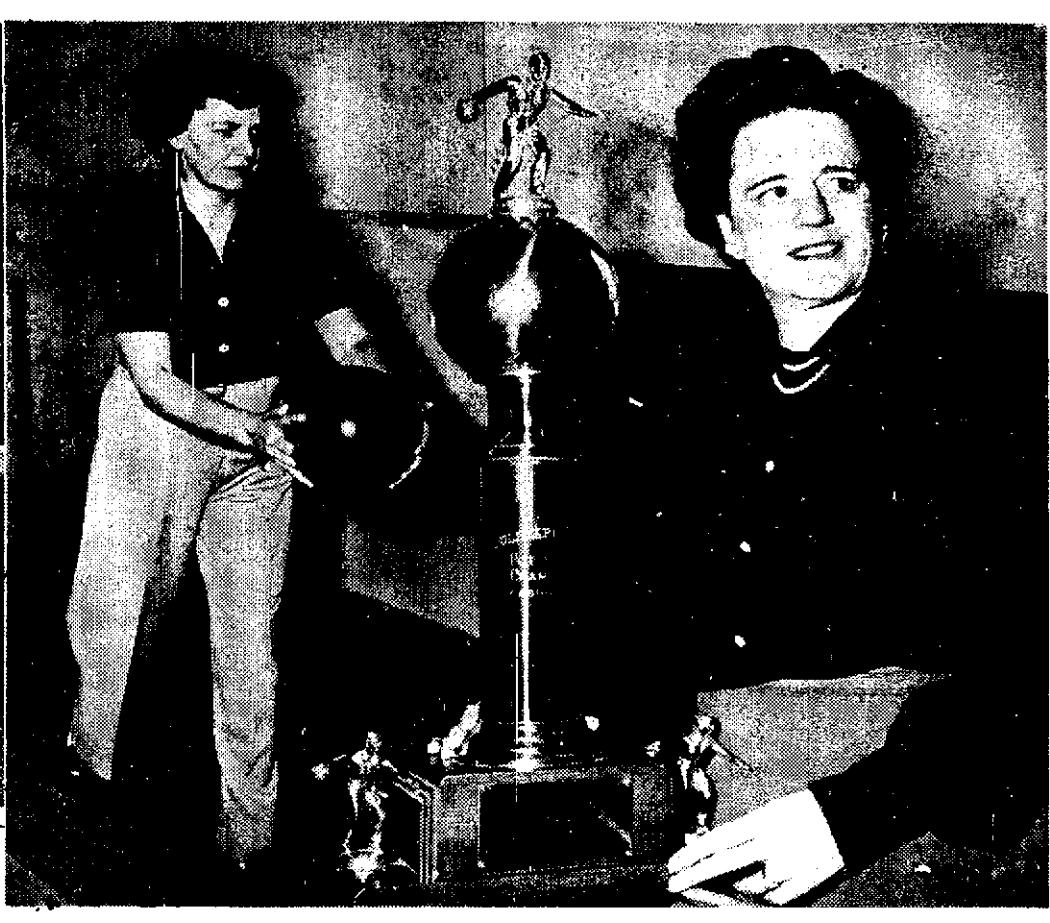
Miss Matthews and her mother, Belle, form one of the city's parent-daughter bowling combinations. Another is that of Rose Jacobs and Florence Peyton. Mrs. Jacobs, the mother, currently is vice president of the city association.

Long Beach also rates high in state circles among the keglettes. Alyce Miller, first city

association president, now is serving as president of the California Woman's Bowling Association, an organization of 17,907 members.

In 1949, the Long Beach association was hostess to the state women's tournament. It turned out to be the largest women's tournament in the history of California bowling.

The city women's association was organized on May 22, 1946, with 65 charter members. In February, 1947, the Long Beach association conducted its first city tournament and came



Merle Matthews (above) shared 1948 U. S. women's doubles title; has 191 average.

Bowler since '41, Gladys Carlson heads Long Beach Woman's Bowling Association.

up with an astonishing turnout of 64 teams, 92 doubles entries and 162 singles contestants.

By August, 1947, when Lillian Crawford became association president, membership had swelled to more than 1000 members.

MILDRED PEACHY became third president of the association late in 1948 and shortly afterwards the women began a project that still is one of the major items on their agenda.

They started sponsoring booster teams composed of junior high, high school and college girls. Two hundred girls competed as booster teams in the last women's city tournament. They represented a sorority group at Long Beach City College, Washington Junior High and Poly, Wilson, Jordan and St. Anthony's High Schools.

"Bowling is organized play," says President Carlson. "And you won't find neurotic women in bowling," she continues. "A woman who bowls just doesn't have the time to become neurotic."

A good thing if true. For a booklet distributed by the American Bowling Congress points out, "The desire to throw at an object is an in-



—Photos by Jasper Nutter.

Novy Schlueter is snapped in the follow-through that helps to make her a leading Long Beach woman kegler.

nate human urge." Bowling the ladies an opportunity to alleys these days are giving fulfill this urge.

Page Mr. Ground Hog!

By Maymie R. Krythe

FOR CENTURIES the superstition has existed that the ground hog, or woodchuck, comes out of his hole on the second day of February to look over the weather situation. If he finds the sun shining and sees his shadow, superstition has it, he'll duck back into his burrow and remain another six weeks—and winter weather will continue for that period. But if Feb. 2 be cloudy and rainy, Mr. Ground Hog stays above ground, winter passes and spring soon arrives—or so 'tis said.

This idea that the weather on Feb. 2 foreshadows that of the following weeks is an old superstition that survives from heathen times. It has no connection with religious rites, although Ground Hog Day does fall on the same days as Candlemas.

This holy day is celebrated by the Roman Catholics as the

Feast of the Purification of the Virgin Mary. A beautiful ceremony takes place and many candies are blessed and distributed. The procession of men, bearing these lighted tapers through the church, represents the entry of Christ—the Light of the World—into Jerusalem.

In early days, old rhymes referred to the superstition connected with Feb. 2. For example:

If Candlemas be fair and bright,
Winter will have another flight;

But if it be dark with clouds and rain,
Winter is gone and will not come again.

CANDLEMAS DAY in England was the end of the Christmas season and, therefore, it was considered unlucky to let evergreens remain up in homes or churches.

The belief about Ground Hog Day weather is said to have proved right eight times, indefinite five, and wrong seven.

However, in spite of this failure, many persons will still scan the sky on Ground Hog Day, firmly convinced that conditions on this day will foretell the weather for the next six weeks.



Solid walnut complexion table of Victorian era.

wherein the early style of one period shows details of the period preceding it. Some periods lasted many years and there was naturally a change in character between the early style and that at the end of the period.

Furniture of the Victorian period was developed from American and English Empire designs, resulting in large, heavy and substantially-built articles. They were embellished with carving, turning and inlay of brass, wood and mother of pearl.

Victorian originals or reproductions go well with Queen Anne, William and Mary and Colonial walnut pieces if they are carefully selected.



Mr. Ground Hog emerges from his hole next Thursday to look over the weather situation, 'tis said. What will be his decision—an early or late spring?

IT'S AN ANTIQUE

Victorian Table

By Mary Lou Zehms

ANTIQUITY is sometimes worshiped because man likes to think of himself in relation to enduring time. He wants to feel that although he may not be immortal as an individual, he is at least part of a stream of life that never dies. Thus the articles we term "antiques" are associated with the life and accomplishments of humanity. If a certain article is also connected with some specific hero, it takes on still further value.

Sociologists call this "historic sentimentalism." It has always played a prominent part in setting values for collectors.

We have in our time passed

Southland's Cover

Raildown in the lively waters of the Outer Harbor, a racing yacht thrashes seaward across Southland's cover today. Historic Point Fermin, sky, sea and other sailing craft provide an arresting background. It's all in a tune up for another of the winter sailing classics of Southern California which are conducted in the Southland as nowhere else in the land. The traditional National Midwinter Regatta will be run off on Feb. 24-26. Southland yachtsmen know no season; their activities are scheduled throughout the year, and this photo captures the spirit with which they regard the sea the year around.

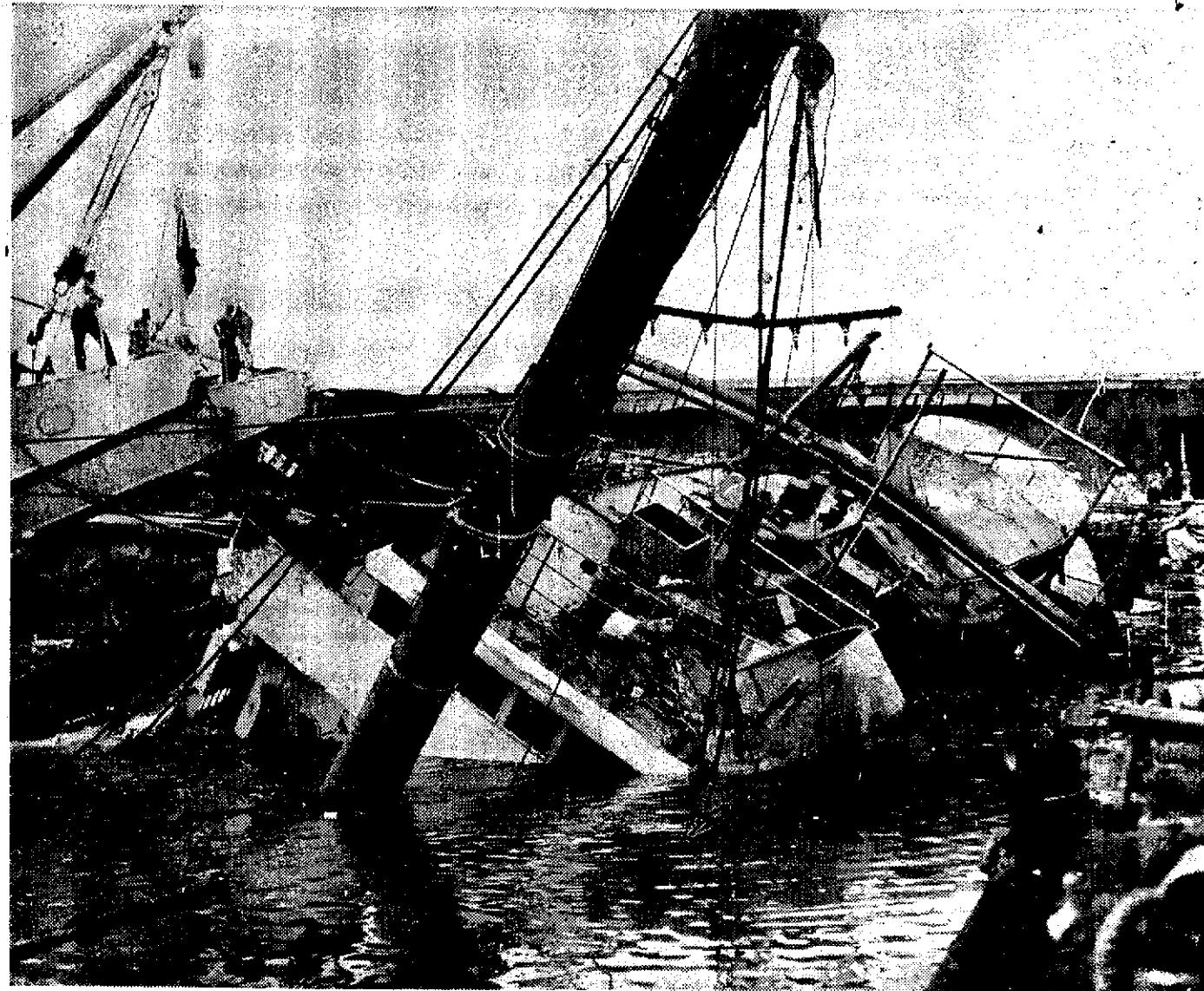


Master Diver of the U. S. N.



The man who took the first official look on the bottom of Pearl Harbor and inspected the shambles of what had once been the U. S. Fleet, a man who later took charge of salvage operations, is now retired and living in Long Beach. He is Lt. Comdr. Garland Suggs, U. S. N. (Ret.). He recalls his first look at what the Japs had done as "a distressing scene because I had so many shipmates down there." When the Japs hit, Suggs was at San Diego, a chief petty officer with the designation of master diver. He was flown to Pearl Harbor where his subsequent activities won him promotions up to the rank of lieutenant commander, the Bronze Star Medal, a number of letters of commendation. He has had an estimated 2500 hours of diving experience in 25 years and his activities have been so extensive that he has thrilled classes at Massachusetts Institute of Technology with his talks. He was one of the first 16 men designated master divers by the Navy in 1928.

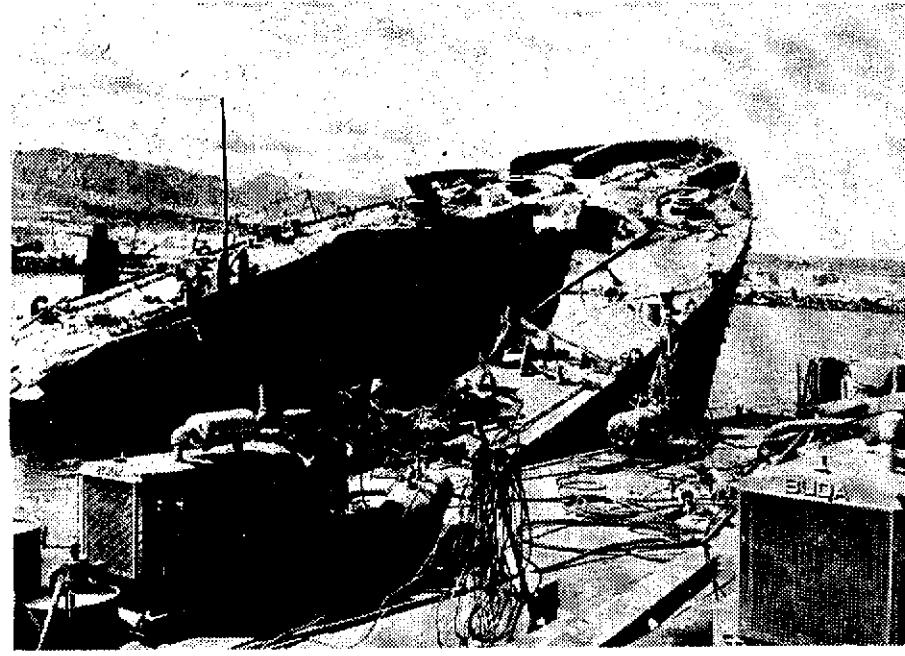
Ready for action under the sea: This is how Lt. Comdr. Suggs looked in work gear.



A typhoon in the Guam area wrecked this and other vessels. Smashed beyond hope of salvage, the craft was taken to sea and sunk. Refloating this wreck was one of the jobs Suggs faced.



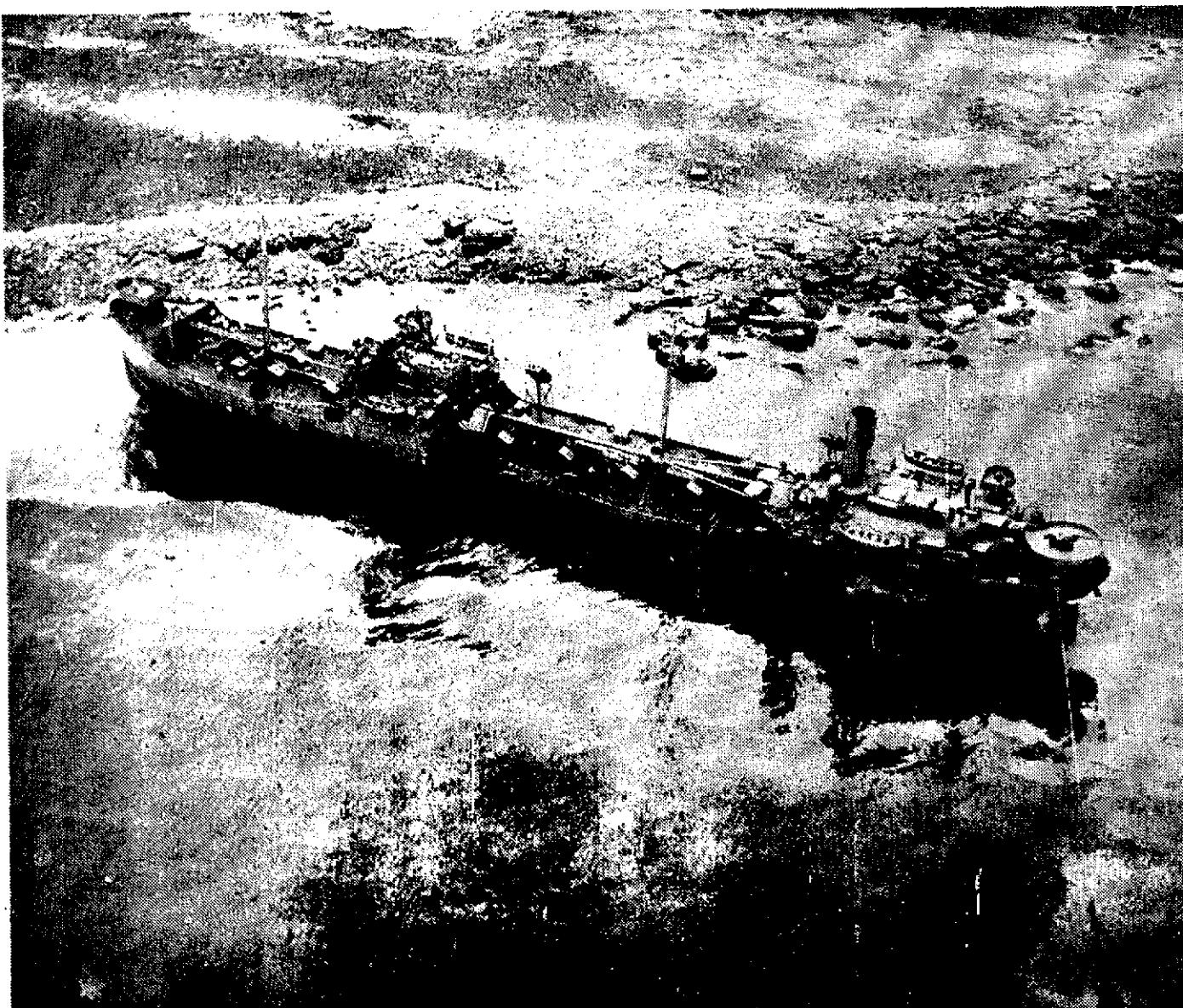
Suggs and helper look over some of the air lines that were used to raise blasted ships from mud at the bottom of Pearl Harbor.



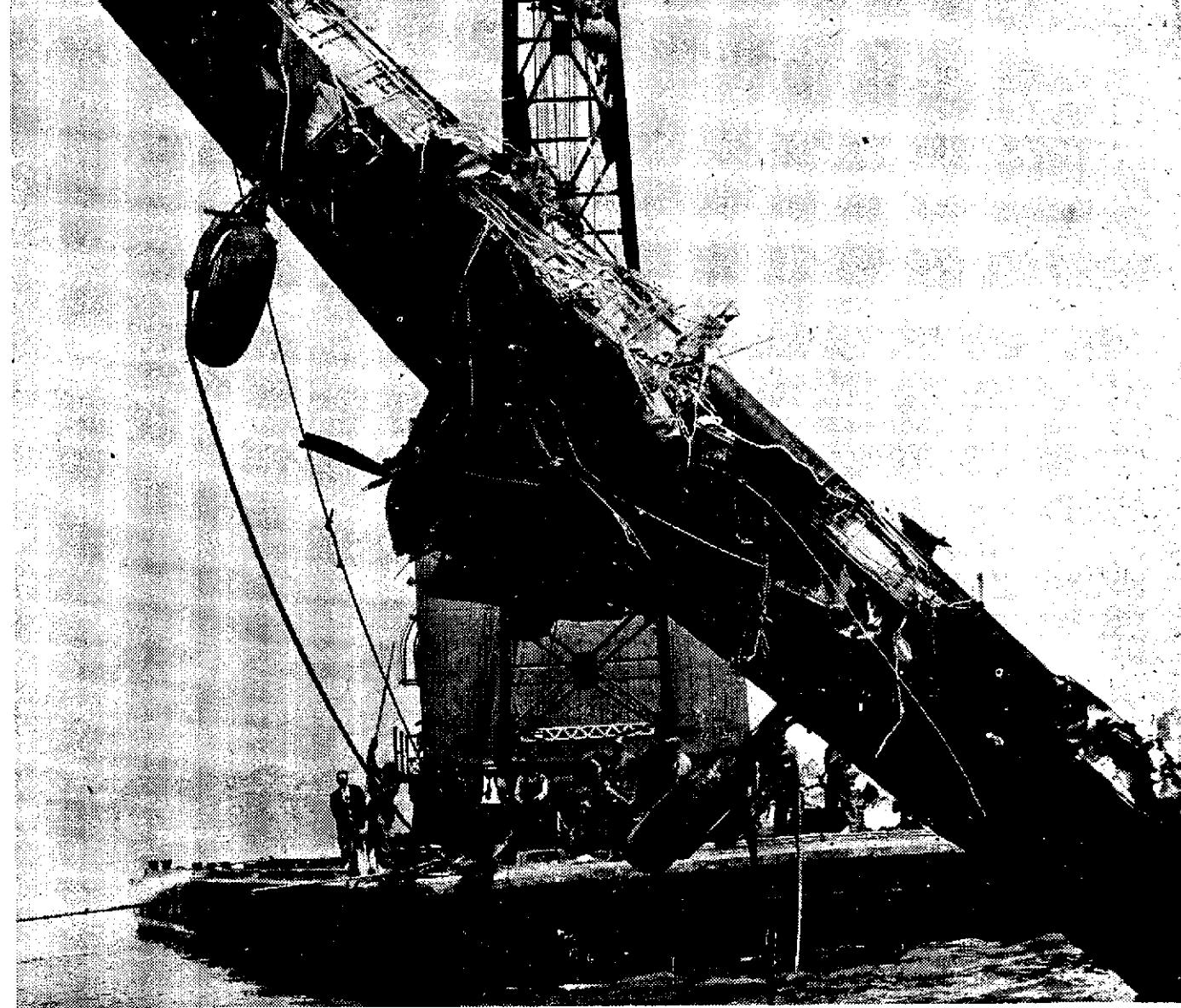
Up from the depths comes the bow section of one of four LST's that blew up in Pearl Harbor in 1944. All were raised, beached.



Here is one of the LST's on the beach after she was raised from the mud and towed out of the way. Suggs (left) directed work.



Because of wartime censorship, news that the tanker Gulf Queen had gone aground on San Clemente Island in 1943 was suppressed at the time. Suggs helped refloat her in less than a week.



Five men, including the noted test pilot Bill Wheatley, died in this B-25 which plunged into San Diego Bay in 1941. Suggs was on this job. He also worked on submarine salvage jobs.



Frills and bright styles for sunny days ahead were featured at the Spring Market Week fashion displays the past week in San Francisco. Here are some of the new designs.



David Gaines uses worsted gabardine for a smart-looking, brown-and-white-striped jacket topping the white skirt (above).



Sheen gabardine is employed by Lilli Ann for the suit (above center) which is supplied with a pleated panel to one side. It is fastened by two straps and has a two-button front... with straps at each cuff... and has a yoke back.

With a profusion of gay, graduated polka dots perk up the interest in the navy blue and white print (right). The Lil Alice collection offers a certain charm for variety in the wardrobe for spring. It's pucker-sheer material.

(Associated Press Photo)



A frothy, pucker-sheer organdy (left), for the merry month of May, is trimmed in faggotting and finished with slim velvet belt. It's from Lady Alice collection.

Faded blue denim is used (below) with self-braid trim for an interesting effect. The dress is topped with a shirred seersucker striped bodice. It's a Koret style.



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Party for the Children

By Mildred K. Flanary

YOUTHFUL party-givers are the hosts and hostesses of tomorrow, poised and confident in the knowledge of gracious entertaining. Parents can incorporate parties into the training of young people, helping them with the planning but turning over many decisions and much of the responsibility for getting ready to the youngsters.

Let the children decide what they'll play, what they'll eat and how they'll decorate the table. Parents may guide the planning into wholesome and easy-to-do channels.

With February in the offing, themes drawn from patriotic holidays are sensible. Perhaps the illustration on this page showing a jonquil theme for decoration and apricot milk float as a central refreshment will yield ideas. Remember, fancy-cut sandwiches and milk floats with ice cream always rate high in youngsters' party favor.

Apricot Milk Float

1 cup pureed apricot, sweetened (canned, dried, or fresh apricot may be used. If canned, no additional sweetening needed).

1/2 teaspoon salt
3 cups chilled milk
scoop of ice cream for each glass

Combine pureed apricot and milk in bowl. Add salt, beat with rotary egg beater until well mixed and frothy. Fill 12-ounce glasses three-fourths full. Top each drink with a scoop of ice cream immediately. For an attractive service use colored straws. Makes four servings.

Jonquil Place Mat

Make jonquil trumpet out of light yellow crepe paper. Flute uneven edges and turn outward. Paste short ends together forming a tube and gather together forming one half inch from the bottom. Cut petals and gather around the base of the trumpet. Curl petals back and paste flower in corner of place mat. Cut the mat out of green mat stock or lightweight cardboard 10 by 12 inches.

Jonquil Napkin Holder

Cut strip of white or yellow paper one-half inch from the and three-quarters inch long. Paste ends together to form a ring. Then cut petal strip four inches deep, five and three-quarters inch long out of the light yellow crepe paper and paste around ring. Run thumb nail down center of each petal and curl them back over the scissors. Paste center of strip around the ring and finish with band of Nile green crepe paper.

Flower Glass Jacket (Jonquil)

For the trumpet cut a strip of light yellow crepe paper across the grain, four inches deep, nine inches long. Cut one long edge into six scallops and flute the uneven edge. Paste the short ends together forming a tube. Slip tube over glass, turn one-half inch under at the bottom and paste to a circle of paper. Turn scallops back and cup through the center.

Cut six petals out of the yellow crepe paper. Run thumb nail down center of each petal, cup slightly through center by pressing outward with the thumbs. Paste petals evenly



Gay and different, popcorn cake is easy to make and is a favorite with children. Try it for a party idea.

Makes 12 delights.

Note: If desired, 18 to 20 saltines may be substituted for the graham crackers. Omit the salt.

Popcorn Cake

Pop enough corn to make four heaping quarts of popped (buttered).

Take one large angel food cake pan. Grease pan well with margarine or vegetable shortening.

Make syrup:
1 cup granulated sugar
1/2 cup light syrup
1/2 cup water
add coloring if desired

Coconut Delights

1/4 cup softened butter
1/4 cup light brown sugar,
firmly packed

1/4 teaspoon salt
1/4 cup shredded coconut, cut
few drops vanilla

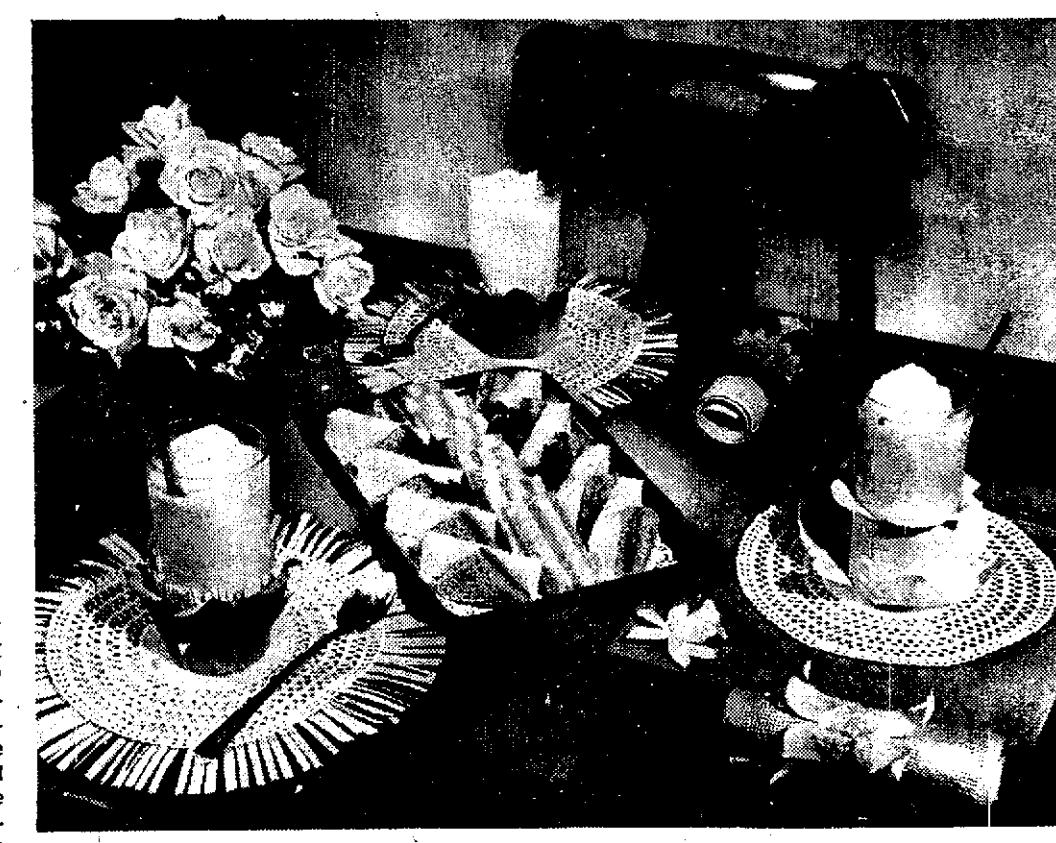
12 graham crackers

Blend butter, sugar, and salt together. Add coconut and vanilla. Spread on graham crackers. Arrange on broiler rack, about five inches from heating unit, and broil under medium heat until golden brown.

Some other novel suggestions:
Put above ingredients in sauce pan and boil until mixture reaches the light thread stage. Remove from heat. Pour syrup over popped corn, toss corn thoroughly with syrup, and press gently into greased angel food cake pan. Let stand until cool. Insert wet knife around edges. Turn upside down on cake plate. Decorate as desired with colored gum drops, red hots, and lighted candies. Watch the kiddies go for those popcorn slices!



Parties with a circus theme not only are timely but popular. Make ice cream the principal dessert.



Let the young hostess prepare for her party. She will like to decorate the table, making her own favors, napkin rings, place mats and paper coasters.



Dog and monkey shake hands at Long Beach Zoological Garden, but Mr. Cat is dubious of it all. Wesley Dickinson, director, kitbitzes shake.



ZOO IN THE MAKING

Male and female African lion cubs born a year ago in Fresno add color to zoo.



Zoo visitors, especially women, are reminded of expensive furs when they stop at the cage of Silver and Platinum, handsome silver foxes.



Wammy, Malayan sun bear, is 2 1/2 years old, black with yellow nose, yellow V on his throat. He is 4 feet tall when he stands like this.



Lanny, spectacled langur from Malaya, is three and half feet tall, has lived in captivity about a year, which is something of a record.



Is he smiling, yawning or getting ready to bite? Tony, alligator, takes stretch.



Tippy, 22 months old, demonstrates the cry of the coyote. He's a good yapper.

Fireside Charm



Drapery in a pattern of doves, bird cages have pink background of deeper hue than walls in this corner.



A shake roof and flagstone planting boxes add beauty to the exterior of the home of Dorothy and Bill Macrate. Stone chimney also is decorative feature.



Oriented to get sunshine most of the day, the dining end of the kitchen is pleasant for eating or sewing.



CHILDREN LIKE to try their hand at making Valentine's. They'll get some valuable tips in next Sunday's SOUTHLAND MAGAZINE

Fewer Pairs

OF COURSE, a pair of tables balance each other perfectly at opposite ends of a sofa. But it isn't a hard and fast rule that they match. Interior designers of great taste like to get away from the Noah's ark two-by-two idea because a room can become monotonous with too many pairs. Lamps, of course, must go where light is needed, but pairs of lamps are often avoided, too. If the ends of a sofa seem to need balancing, choose unmatched pieces that are nearly, but not too deliberately, equal in size and weight. The frail table won't balance a heavy one, but a small cabinet, with extra storage space you need, will. A plant, big enough to be important decoration, balances a tall lamp.

Colorful pictures, which decorate menus taken from the ship on which the Macrates sailed to Hawaii, are framed and decorate the walls of the lanai. Rattan furniture is appropriately used. Pillows on the furniture are covered in a fabric of tropic pattern and valances over the bamboo curtains are of the same pattern.

THE entry hall in this house continues down the center to open into living room,

kitchen, den and to each of the bedrooms. The wallpaper is in a pattern of white on a green background is refreshing.

In the living room, walls, ceiling and woodwork are a soft warm shade of beige pink and carpeting is gray with a tinge of pink. Draperies have a deeper pink background, against which the pattern of doves and bird cages is distinctive. Cornice boxes are covered in the same fabric. Light is filtered or privacy assured by casement curtains of a neutral color.

A projection of naturally finished birch around the pencil stone fireplace is eye-catching. A raised hearth is also of stone and a metal screen pulls across the fireplace opening to keep sparks inside. The wall above the mantel is mirrored to give the room even more spaciousness.

Round hassocks upholstered in a white, looped material are placed on either side of the fireplace, and whoever sits on them may either face the fireplace or sit with their backs to it. A pink couch upholstered in damask is trimmed with fringe of the same color. Lamps on flanking side tables have pink and green ruffled shades.

Furniture is all in a deep honey tone, lighter than mahogany but darker than blond wood, a color which does not show dust as easily as does that of dark wood. Side tables finished in this color have a drawer below the top to form a second shelf.

IN THE dining room rattan furniture is a wise choice, because this room and the lanai are so closely related. Dorothy Macrate finds her tea cart invaluable, because she can wheel it close to the table for serving. Ordinarily, it is placed at one end of the room, under hanging shelves.

Paper in a blue, green and white pattern of large flowers covers the wall above a dado painted blue-green to match one of the colors in the paper. Louvered doors to the living room and lanai are painted the same color.

At one end of the kitchen is a dinette oriented so that the sun shines in most of the day, making a pleasant place to eat, sew or do a number of other things. The corner bench which serves the chrome table is covered in yellow leatherette and the table top is green. Walls at this end of the kitchen are papered in a green and red ivy pattern on a white background.

Partially separating the dining area from the work portion of the room is a cabinet, which extends about two feet down from the ceiling, and the work counter, which curves out into the room. Glass sliding doors on the cabinet are built on both sides, so dishes may be passed through from the kitchen to the dining area.

Yellow walls and tile are a deeper shade than the cabinets, which also are painted yellow. Venetian blinds are trimmed with green tape and a green ruffled valance. A recessed window over the sink is trimmed with a wooden, scal-

loped valance, as well as a ruffle.

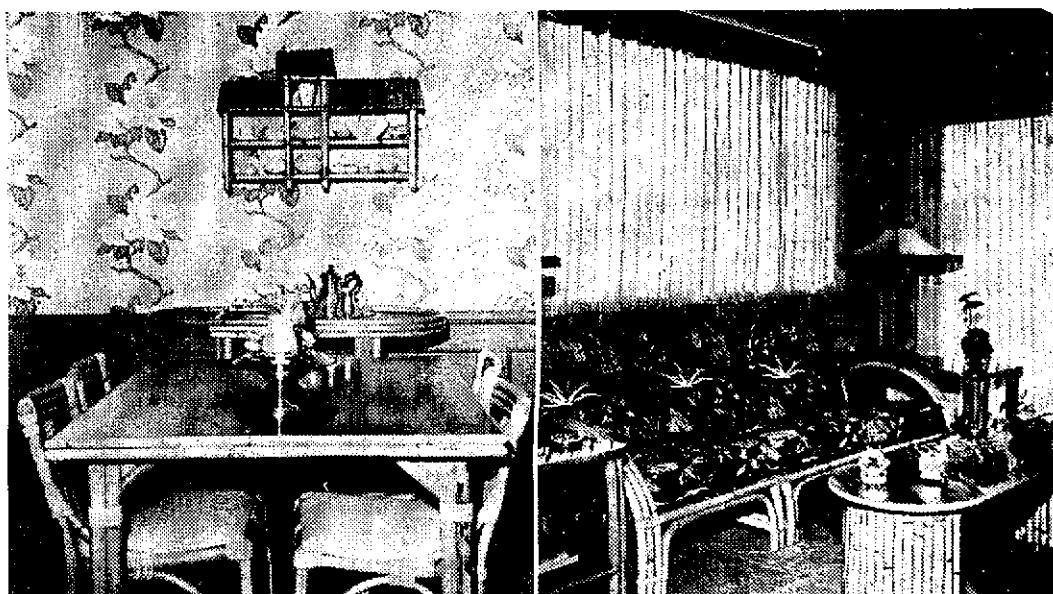
A DEN at the front of the house across the entrance hall from the living room is furnished so that it can be used as a guest study or sewing room. A studio couch during the day makes into a comfortable bed at night. A sewing cabinet of bamboo appears to be a hassock when its two halves are pushed together. Draperies are brown and valances are green to blend with paper in a big leaf pattern.

In the master bathroom, an interesting color scheme is carried out. A pink tile floor and shelf top are in contrast to a deep green tile dado. The wall and ceiling are also painted pink.

The master bedroom is papered in a Burgundy-and-white vertical stripe. Velvet draperies and headboard are the same Burgundy color as the wallpaper. Since there was not enough wardrobe space in this room, closets and a dressing table are built the entire length of one wall. When doing mending, Mrs. Macrate makes herself comfortable here on a chaise longue.



The natural charm of a handsome hearth and fireplace is increased in the Macrate home by the addition of a projection of birch in a natural finish.



Toothpick bamboo curtains on a track pull across sliding wall of glass in the lanai (left) which is joined to the dining room furnished in rattan (right).

Home Is a Quonset Hut

By Fred G. Braitsch Jr.

IFE in a house with round walls can be a lot of fun, according to a pretty young wife at El Toro Marine Air Station.

Helen I. Jurczyk, mother of two cute children and wife of a Leatherneck aircraft mechanic, finds the quonset huts provided for her family on the base very homey and the neighbors friendly.

She says: "The huts may not look like much from the outside but it's a lot different when you step inside. With very little effort a woman can turn the place into a home equalled by few anywhere."

Proof of her point is in the way Helen has fixed up her steel home into one that invites relaxation and spells comfort in every corner.

"Better than that," she said, "when you move in, everything is furnished from the linens to the dishes. There is very little to be desired while living here. I am close to the commissary, post exchange and the family dispensary."

HELEN, resigned to the fact that her husband, T.Sgt. Edward J. Jurczyk, being a Marine, is subject to transfer to any corner of the world with little or no notice, has settled down in her little place and enjoys the life she leads.

"Everybody is so friendly here," she said. "They are always trying to help out. A few months ago my 5-month-old son, Stephen, had to have an operation. All the neighbors volunteered to take care of our 4-year-old daughter, Carolyn, while we went to the hospital.

"The medical service provided for us is excellent," she added. "I guess we are the No. 1 customers at the dispensary. We are always going there for our colds and ailments. Little Stephen was born and had his operation at the Long Beach Naval Hospital."

Asked what the women do

after the men are off to work, she replied, "I guess we do the same as women in any other community. We get together for coffee and cake and talk over the latest gossip."

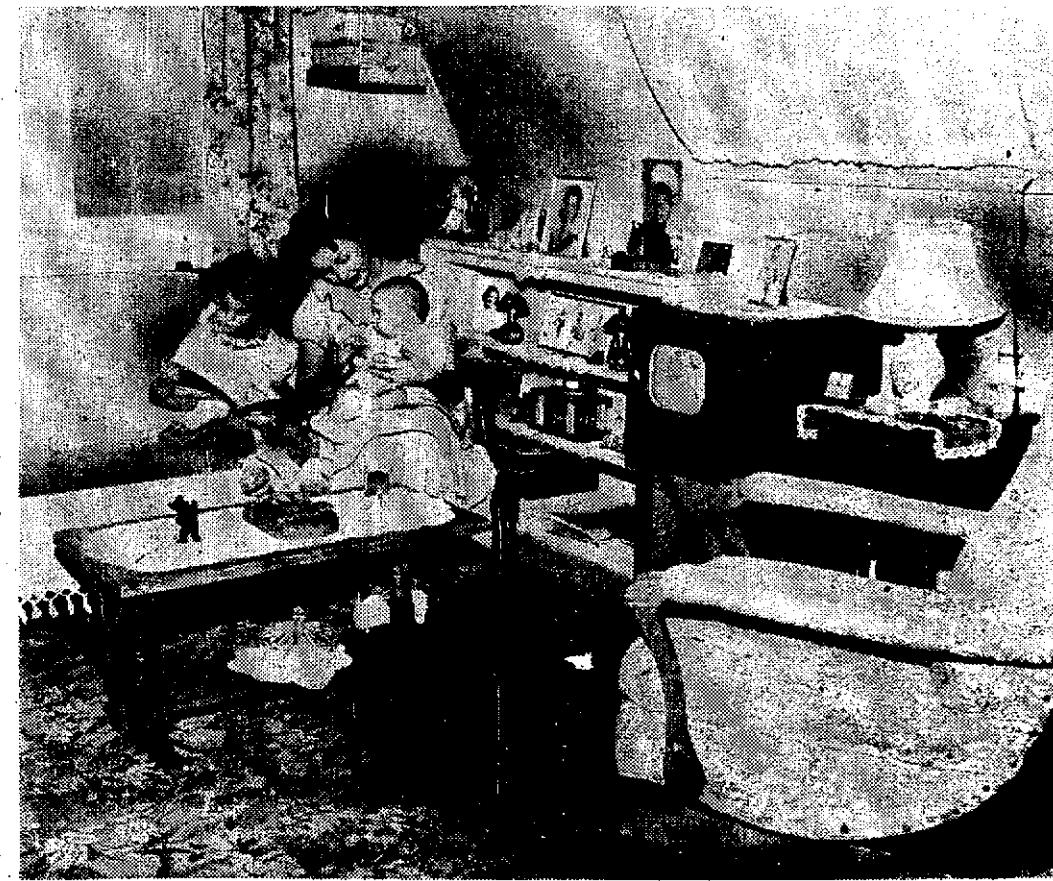
"Because of the children, we have to take turns going to the station theater. Neither loses out, however, because whoever has to stay with the children has the television to watch."

"We take advantage of the swimming pool on the base. I don't swim but I take my daughter there. She has a lot of fun on the paddleboard."

There are two Marines in

Helen's family. Her husband has spent more than 10 years in the corps, and her brother, Cpl. Bud Shelly, with almost three years of service, is a guard at the Naval Disciplinary Barracks at Long Beach.

Summing up her life as a Marine wife, she said, "I like it a lot and would not want to change for anything. We are very happy and always feel at home wherever we have been stationed. The friendship among service families is equalled by few other groups."



Official Marine Corps Photo by Sgt. Ed Kersan, U. S. M. C.
Mrs. Helen I. Jurczyk and son, Stephen, five months old, and her daughter, Carolyn, four years, are shown above in their Quonset hut home at El Toro.

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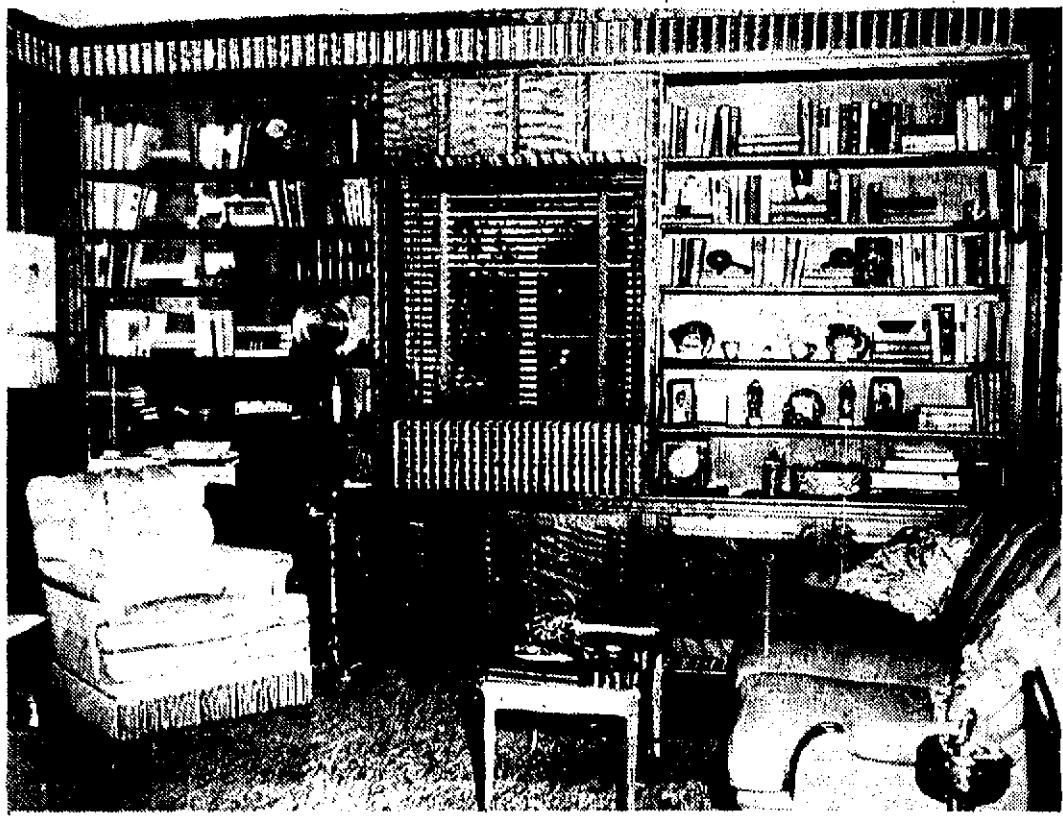
A MODEL HOME
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A scale model of this home is now on display in our store window.

BY Frank Bros.

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Beauty and Comfort



—Photo by Jasper Nutter.
Book shelves and cabinets occupy one wall of the den in the attractive home of Mr. and Mrs. D. H. Graham. Brass pieces, Toby mugs and books fill the shelves.

Lamp Magic at Home

MAKING OLD lamp shades look like new is a matter of ingenuity, a little handiwork and a very small outlay of cash.

New York lamp designer Rostl, who custom-makes unusual effects for an exclusive clientele, outlines four quick, easy, inexpensive ways to revive witting shades. He tells you how to paste, paint, weave or put a brand-new shade on an old frame.

If the shade to be remodeled is in fair shape, but spotted, save it by pasting motifs over the soiled area. Decorative motifs come courtesy of any seed catalog. Cut out the most colorful blooms in the catalog, brush the back of each with vegetable glue and paste over soiled spots. Then give the entire shade a protective coat of clear varnish.

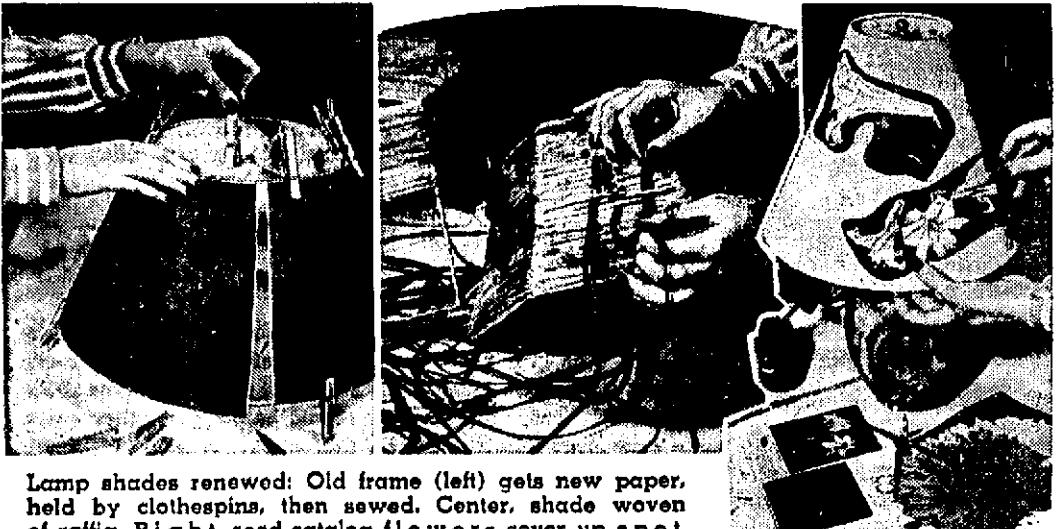
A shade which won't clean easily can be transformed with paint, water colors, oils or enamel. Choose a color which picks up a bright tone in the room, if you like. Uneven brush strokes can be used to

create an interesting effect when you switch on the light. If you want a really rich glow from your lamp shade, use oil paint. Buy small tubes of black, Van Dyke brown, chrome green, yellow and gilt paint. Mix these colors right on the shade with your paint brush. You'll get an expensive-looking mottled tortoise effect which you can heighten by using a strip of gilt paint, or gold cellulose tape, applied at top and bottom of the shade. Cover with clear varnish again.

Weaving with raffia, which is inexpensive and available in decorator colors, is another way to make a lamp over.

First step is to wrap the uprights, then the cross-pieces of an old frame with raffia. Next step is to "weave" by wrapping from top to bottom. At each upright the raffia gets an extra twist to keep the whole thing from sagging like socks without garters. For a contrasting note, add raffia in another color and weave it vertically through the horizontal strands.

You're now ready to sew the paper to the frame, using a heavy needle and bright yarn.



Lamp shades renewed: Old frame (left) gets new paper, held by clothespins, then sewed. Center, shade woven of raffia. Right, seed-catalog flowers cover up a spot.

Pet PARADE

BARRING, perhaps, the Alaskan husky, the German shepherd is the closest approach to the wolf ancestor that the dog world knows.

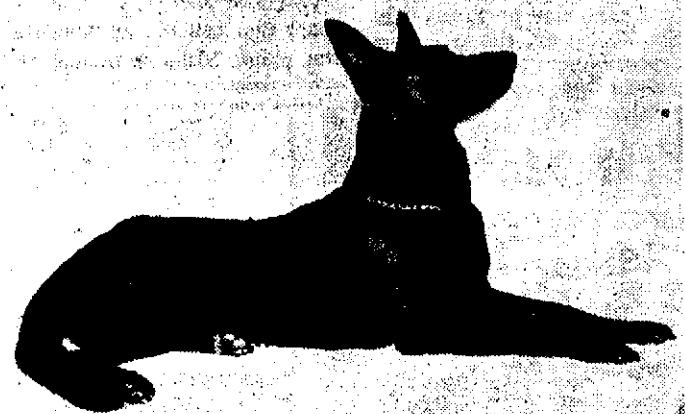
He is a muscular, active parcell of sheer courage and remarkable intelligence. Unless he is properly trained, the German shepherd may develop a streak of mean temper which is a throwback to his wolf forebears.

It is significant, however, that this is the dog selected by veteran trainers as the "seeing-eye" dog. You can see him, any day, leading a blind person through the hazards of the city streets, intent only on his duty as a guide dog. He seems to take a lot of interest in his job, and he is wholly reliable when properly trained.

This dog averages about 80 pounds of bone and muscle. He is never fat or soft. Those long jaws, with set of perfect teeth, indicate that he is a fighter when the need arises.

Many dog lovers have for pets and companion dogs a shaggy German shepherd. They are affectionate and loyal, but on sentinel duty they are unsurpassed.

This breed was developed in Germany—and in Belgium—as



By Bill Conway

handsome, black female German shepherd, Bonnie Blue, above, is owned and trained by Albert (Tex) Schuepbach. guard dogs. Their intelligence and dependability attracted trainers of "seeing-eye" dogs and now they dominate the field.

RECENTLY the blind owner of a dog of this type was haled into court charged with beating his dog. The evidence appeared unassimilable so Municipal Court Judge Charles D. Wallace was forced to order the blind man to relinquish control of his dog. Six weeks later the man came into court again, with his face wounded by walking into a lamp post. He asked for his dog.

The judge solved the problem as a good judge should. He let the dog decide. Brought into the courtroom, the dog was released and rushed at once to his blind master, licking his face and whining happily. Judge Wallace returned the dog to the blind man.

That is an example of the love and loyalty that lies in the heart of the dog that looks like a wolf.

RICH beauty and comfortable furnishings are features of the nicely designed home of Mr. and Mrs. D. H. Graham, 4029 Chestnut Ave. Appointments throughout are carefully and tastefully selected.

Fluting flanks the front door, which is set back from a circular porch and leads into the central stair hall. The entry is papered in a pattern of southern mansions, done in tones of green and gray.

The entry leads directly to the living room on one side and to the dining room on the opposite side and extends into a hall opening into most of the downstairs rooms. Bedrooms are reached by stairs trimmed with a simple, metal balustrade.

Most of the front wall in the living room is taken up by a window. This spacious window and two tall ones on either side of the fireplace are hung with peach-colored draperies and valances to match the walls. Green brush fringe trims draperies and valances. Cornice molding is another nice detail.

If you prefer to make your own lamp paper, get some heavy art paper at a stationery store. To treat it, use one part linseed oil and one part turpentine, and mix. Put the art paper on a stack of old newspapers and brush first one side, then the other, with the mixture. The effect should be uneven and slightly mottled. Hang the treated paper on a clothesline and leave it there to dry.

Now, when you cut a new shade to the old pattern, be sure to allow enough for the ends to overlap and make a seam. To fasten the new shade temporarily to the frame use clothespins. Begin, not at the ends, but in the middle. Clip the paper at top and bottom, coming last to the seam, where ends will overlap.

You're now ready to sew the paper to the frame, using a heavy needle and bright yarn.

A curved entrance overhangs and shields front door of the Graham home. Doorway is blanked by fluting.

By Althea Flint

and a coffee table against this wall, is upholstered in a peach-colored fabric. Lamps on either side are topped with fringe-trimmed shades also of peach with blue accents.

The simple fireplace has a marble facing and hearth and the wall above its narrow mantel is mirrored. Large wing chairs of blue-green are grouped on either side of the hearth for fireside comfort on chilly evenings. Carpeting is beige and covers the floor from wall to wall.

In the dining room, much of the beautiful silver and cut glass pieces which Mrs. Graham brought back from trips abroad. Crystal girandoles which are placed on the sideboard are reflected in the mirror behind them. A cabinet with curving doors of glass is placed opposite and decorated with exquisite silver pieces. A dish cabinet has drawers for flatware and linens.

CORNER windows are hung with striped draperies of red, green and deep blue. Cornice boards are covered with the same fabric and sheer white curtains filter the light. Host and hostess chairs are upholstered in fabric to match the draperies and the other chairs are upholstered in a rose-colored fabric.

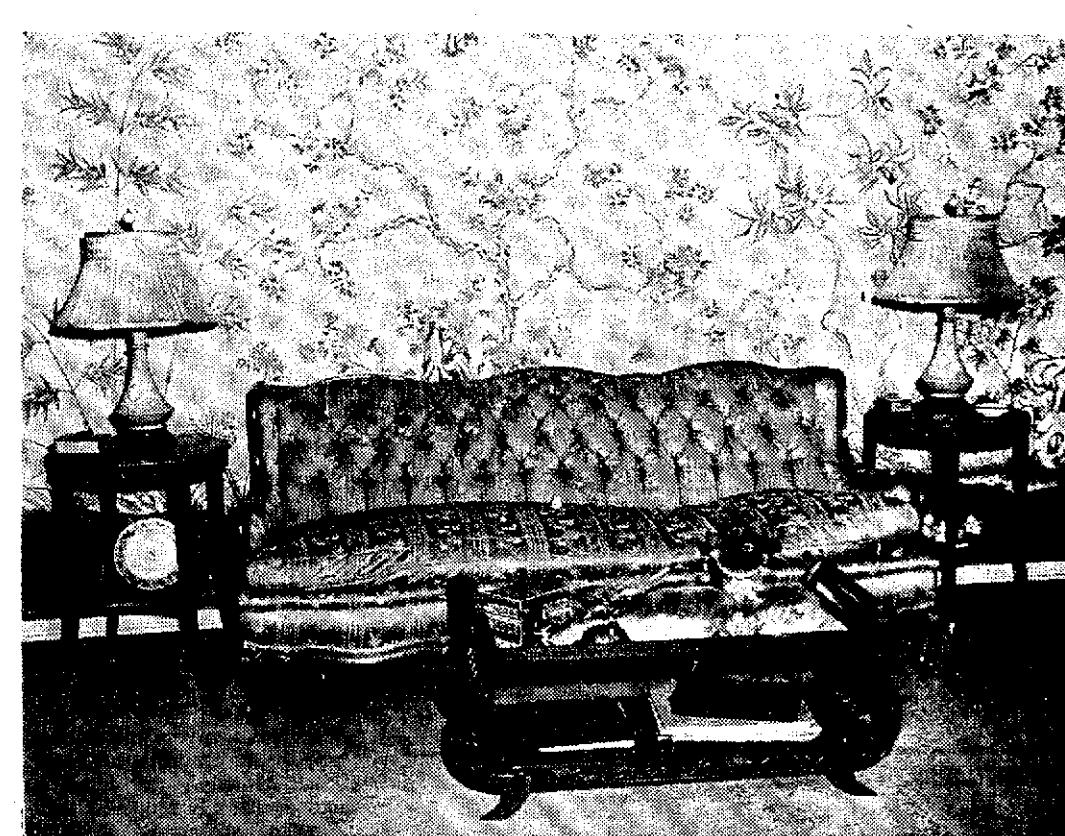
CARPETING in this room is deep blue to accentuate the dark mahogany of the furnishings. The oblong dining table can be extended to considerable length for large dinner parties. The kitchen can be reached directly from this room.

The den at the back of the house opens onto the patio and barbecue through a glass door. Walls are paneled in mahogany finished in its natural color to bring out the beauty of the wood grain.

To gain extra storage space, bookcases are built around a window to cover almost the entire wall and are decorated with groups of books and knickknacks. A collection of Toby mugs and brass are among the ornaments. Cabinets below add to the utility of this wall. Carpeting is rose beige, against which a green couch stands out.



In the dining room, a cabinet holds a highly interesting collection of articles, many of them from abroad.



Beauty and comfort are featured in this grouping in the Graham living room. The wall decoration is in Chinese motif, a pattern of blue-green on peach.

Polaroid Land camera is cold, allow a longer interval between the time you pull the tab and the time you open the door in the back of the camera and take out the picture. Here is the rule, given by the Polaroid people:

When the temperature is near 45 degrees, wait two minutes before removing print; near 32 degrees, three minutes, and near 15 degrees, five minutes.

At temperatures below freezing, it's a good idea to tuck the camera under your coat when you are not actually taking pictures; this keeps the camera and the processing reagents that are hidden in the film a little warmer.

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Plant Trees for Beauty

By Karen Smith



—Photos by Gladys Delsing.

Birch trees, with their white trunks and shimmering foliage are popular where slender grace is desired.

For tall, well-formed and pyramidal trees, liquidambar or sweet gum is a tree that will grow almost anywhere.

DECIDUOUS trees are exciting. There is always a promise connected with them, for, although they rest during the colder months to permit sunshine to filter to the earth, they bring glory to the garden when the leaves do come back. Mankind waits happily and hopefully.

Deciduous trees are best planting in bare root form or when the growth is dormant, in January, February, and early March. This means that the chosen tree has not been cramped in tin but has come directly from an open field and usually has been pruned but little.

And here is a secret: Although the buyer may be tempted to buy the tree with the largest trunk, he should learn first just how much of the root stock has been cut back. A tree with a root system inadequate for the size of the trunk and tree head is not desirable. A tree with a trunk smaller in diameter may be the better tree.

Bare root trees are far less expensive than ones already in containers, but once a tree is purchased it should be planted immediately. If this is not possible, heel it in or bury it in wet earth.

DO NOT use fertilizer of any kind in soil about a bare root plant or the fibrous root system may be burned. Use instead good soil with an equal amount of thoroughly wet peat moss. In such a base, the sensitive roots will reach out quickly and eagerly. Peat moss also helps water to penetrate deeply. Be sure the hole is wide enough to accommodate every root.

When shoveling this soil-moss mixture into the hole, allow water to run gently to help firm the mass. The plant bud must remain above ground, so measure the depth of the hole and the root system up to this bud before starting procedures.

As soon as the tree shows signs of growing, start watering deeply every 10 days unless there are heavy rains.



Graceful weeping willow, with its large spreading top and long pendulous branches, is a favorite with many.

Quaint Shadow Boxes

By Eleanor Elliott

HAVE YOU some treasured pieces of heirloom furniture? A grandfather clock perhaps, a Governor Winthrop desk or some equally cherished family possession? Then you probably would enjoy reproducing it in miniature and using it in a shadow box such as the quaint-

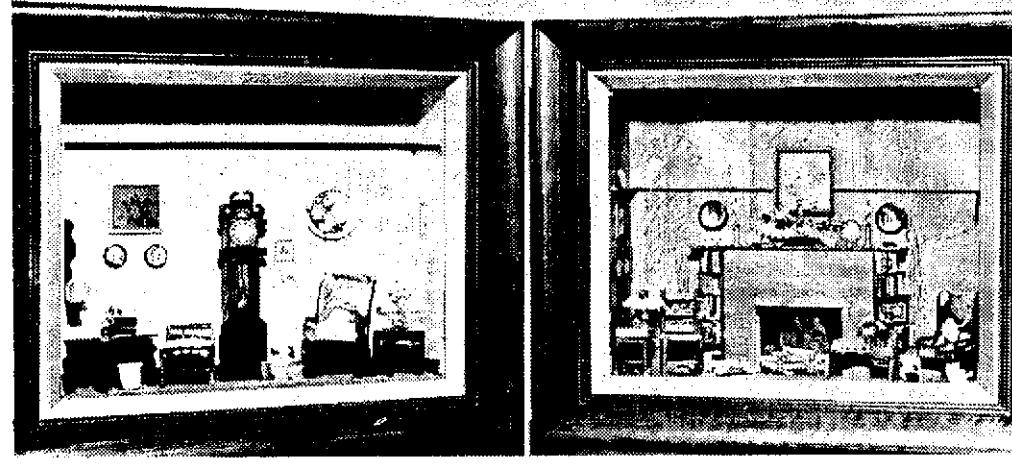
ly beautiful ones created by Mrs. Robert L. Bisby, 308½ N. Sycamore St., Santa Ana. Several years ago Mrs. Bisby became interested in mak-

ing miniature furniture after reading various magazine articles. Her interest took the concrete form of creating the tiny pieces and she has become noted throughout the Southland for the beauty and perfection of her work.

One of her friends had a handsome old desk which she prized highly as a family heirloom, and Mrs. Bisby copied it in miniature as a surprise gift to her. Out of this friend's delight, coupled with her possession of a fine picture frame almost as old as the desk, grew the idea of a shadow box for miniature furniture, with careful copies of treasured pieces arranged behind the glass as a tiny but complete room.

Many of Mrs. Bisby's friends are now the proud owners of these quaint and delightful shadow boxes. Each piece of furniture is fashioned to scale; walls are hung with pictures, in some cases tiny portraits of the shadow box owner, or perhaps a wee reproduction of some treasured family portrait or painting.

QUITE enough, round, flat buttons have been found to be ideal as backgrounds and frames for many of these pictures. Every small piece of furniture is eminently usable. Doors of the grandfather clock open with ease to reveal the swaying pendulum. This pendulum, often enough, proves to be a bit from some treasured family piece, an earring maybe, or a watch charm. Drawers in the little chests, desks and tables, pull in and out smoothly with their tiny handles or



These shadow box scenes, created by Mrs. R. L. Bisby of Santa Ana, depict rooms in the home. At left, setting arranged around a grandfather clock as a central item. Right, a miniature reproduction of a family fireside.

wooden knobs; rocking chairs are beautifully balanced to sway as smoothly as their originals.

When she first started making miniature furniture, Mrs. Bisby worked with a penknife as almost her only tool. Now she has installed a small lathe which makes it possible to cut out the intricate pieces with greater ease.

Ornamental buttons, beads, bits of bright, rich material, small scent bottles—all such things are treasure trove to her. From these she contrives the lamps, fireplace equipment and such minor details that give her shadow box rooms a convincing reality.

One good method of planting seed is to mix the seed with sand and then scatter evenly over planting area.

By Walter Finch

ALL ANNUAL flower seeds may be sown directly in the garden; and there are a number which should be, because they are difficult to transplant. These include alyssum, California poppy, godetia, kochia, leptosyne, linaria, lupin, matthiola (evening scented stock), nasturtium, dwarf phlox, poppies, portulaca and salpiglossis.

Failure with flower seed sown in a garden bed or border is often due to lack of care. Much the same technique should be used as in sowing in a seed box, particularly as to shallow planting, and covering the seeds with porous soil. Identification of the seeds, and of their location, are also important, since with slow germinators it is easy to forget exactly where they were sown. Care will be well repaid. Seeds

are subject to many hazards which human skill cannot wholly avoid, but the careful operator may count upon a high average of success.

Prepare a smooth seed bed, loosening the soil to a depth of six inches. Work into it four pounds of plant food for each 100 square feet. Then outline with a string the area to be covered with each variety. Mix the seed with sand to help scatter it over the space as evenly as possible. Then sift a light covering of porous soil over the seed and firm it lightly.

Now, until the seeds sprout the soil must be kept moist;

and this requires daily spraying with a fine spray, taking care not to wash the seeds out of the soil. You should know when to expect the seeds to sprout.

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NO. 1 GRADE 75¢ ea. NO. 1½ GRADE 59¢ ea. NO. 2 GRADE 39¢ ea.

* PATENTED VARIETIES AT SLIGHTLY HIGHER PRICES

CLIMBING ROSES

No. 1 Grade **85¢**

PATENTED VARIETIES AT HIGHER PRICES

TREE ROSES

\$1.50 **\$2.75**

Patented Varieties at Higher Prices

BARE ROOT FRUIT TREES

No. 1 Grade, 2-Year-Old Budded Trees, 6-8 Feet

APPLES, APRICOTS, PLUMS, PEACHES, NECTARINES, FIGS, PEARS, ALMONDS, PRUNES.....EACH TREE GUARANTEED

GRAPE VINES

15¢ ea.

THOMPSON SEEDLESS, MUSCAT, TOKAY, LADYFINGER, RIBIER

CARDINAL, ea.....75¢

SEEDLESS CONCORD, ea.....75¢

ASPARAGUS doz.....35¢

STRAWBERRY doz. 25¢ and up

RASPBERRY ea.....15¢

RHUBARB ea.....25¢

BOYSENBERRY ea.....15¢

BLACKBERRY 2 for 35¢

FREE LECTURE Dr. Chas-Kem-Co of Chaco Chemical Co. will be here in person on Sunday, Feb. 5, at 2 p. m., to give the lecture on "How to Prune Fruit Trees and Roses," also "How to Graft and Bud Fruit Trees and Roses." He will answer all your garden problems. Be sure to plan to attend this free lecture on Feb. 5 at 2 p. m.

Riverdale Nursery
6755 ATLANTIC
PHONE 20-2383

Auto Production May Set Record High Next March

DETROIT. (AP) American automobile plants are building steadily toward more new postwar production records by March, Automotive News reports.

The industry publication estimated current weekly production at 140,550 vehicles, including 125,433 cars and 24,117 trucks.

Total January production in U. S. plants is expected to reach 615,532 units, not far short of last August's postwar high of 661,530 cars.

"The August record," Automotive News said, "probably will be exceeded in March, a month for which the car makers have ambitious output plans."

EARN BIG MONEY IN YOUR SPARE TIME

You can augment your regular set income as much as \$100.00 per month in your spare time with no investment required. This is not house to house canvass work.

If you are now employed as a salesperson in direct contact with the buying public or as a gas station attendant or parking lot attendant you will quickly qualify for this opportunity. However, this is open to any energetic person with the desire to raise his income! If you are a housewife who can use some extra spending money, don't hesitate to inquire about this opportunity.

See Mr. Wemple,
1 P. M. to 9 P. M.,
INCLUDING SUNDAY
at Jamestown,

1350 American Ave.,
Long Beach, or phone
70-1039
for details and
appointment.



MOBILE SOUND UNIT—Shown above, left to right, is Leslie Dreis, public relation man for Mottell Mortuary; Bud McKenzie, head of Freeman A. McKenzie, Inc., Ford agency; Ray Gillingham, vice president of Mottell's, and Ed Holmlab of the Ford dealership. McKenzie is pictured presenting Gillingham with the keys to a specially built truck that will provide public address equipment and music for outdoor events of all types.

Own Neighborhood Worst for Crashes

Undoubtedly you know the streets of your own neighborhood pretty well, but do you know that it is on them that you are most likely to have an accident? The California Highway Patrol observes that statistics seem to prove this fact, another case of familiarity breeding contempt.

STOP HERE FOR THE BEST BRAKE JOB IN TOWN GOOD YEAR UNI-BOND PROCESS BRAKE LINING

- 50% More Wear
- 15% More Lining Area
- No Rivets to Score Brake Drums

\$17.50 EASY TERMS
ALL HYDRAULIC BRAKES Includes Lining and Labor

GOOD YEAR SERVICE STORES
444 E. Anaheim • Ph. 6-2279

Auto Makers Enthusiastic About '50 Sales Prospects

NEW YORK. (AP) If enthusiasm and optimism mean anything, another big production and sales year lies ahead of the automobile industry.

Of course, nobody ever saw or heard of a pessimistic motorcar maker. But nobody ever heard as much enthusiasm as has been expressed by General Motors executives at the big GM auto show at the Waldorf-Astoria.

Without exception heads of the various divisions that make up General Motors are talking about bettering their 1949 production and sales marks. Last year the five car divisions accounted for 2,206,825 of the industry's total production of 5,119,154 passenger cars.

That's slightly more than 43.1 per cent of the nation's car output. In addition the divisions producing trucks turned out nearly half a million vehicles.

In connection with percentages it is interesting to note that Chrysler's four car divisions last year accounted for 21.83 and Ford's three divisions 21.05 per cent of the industry's car output. Thus the "big three" built nearly 86 per cent of last year's passenger car output.

RECORD OUTPUT

In 1948 their percentage of the total was 80.34. Last year's gain was at the expense of all the so-called "independents" excepting Studebaker. The latter, with a record-breaking output of 227,783 cars, boosted its percentage of the industry total from 4.21 in 1948 to 4.45 in 1949.

The nation's auto industry has facilities for producing many more cars and trucks than it did last year. Currently it is building about 25,000 passenger cars a day. Barring labor troubles or the effects of curtailed coal output, it will do better than that during the months immediately ahead.

But nobody knows and few persons want to guess what the factories will do during the latter half of the year.

The industry executives talking

about increasing their output this year base their predictions on the higher production levels expected for the January-through-June period. All car companies are committed for a heavy volume of material during the year's first half. **SEE GOOD YEAR**

But if you talk with a General Motors division head or sales manager you easily can be sold on the idea that the car business is going to be better than good through all of 1950. All of them are being dropped.

K-F isn't estimating its probable output for this year, other than that it expects to go well above the 60,000 units that were built in 1949.

There probably never has been a time in K-F history—dating back to 1945—when public reaction to its products has been more important to its fight for a place in the automotive world. The K-F management knows this.

That's one reason, according to the management, why it is moving carefully in the introduction of its completely new lines of cars. The new medium priced vehicles should be ready for the high point of the late spring and early summer market.

Familiar Streets Not Always Same

Do you always take the same street on your way to work? No, states the highway patrol. It is actually a different street at night or when foggy or raining. If you treat it the same at all times you are letting yourself wide open for an accident.

Competition Grows Keen, Dealers Say

DETROIT. (AP) The surest think the car makers and merchandisers know right now is that 1950 will be a highly competitive year.

Some retailers aren't very enthusiastic about manufacturers' predictions that production may equal the 6,200,000 cars and trucks turned out last year. They know selling such volume isn't going to be nearly as easy as it was in 1949.

If the manufacturing division makes good its production program for this year's first half the dealers may have 1,000,000 vehicles on hand at mid-year. An inventory of that size easily could force a substantial production cutback during the latter half of the year.

Automotive News estimated new passenger cars alone in dealers' stocks and en route to them as of Jan. 1 this year numbered 461,467. That's a substantial start. However, it was 28,000 fewer than the total at the same time last year.

Kaiser-Frazer has completed production of its 1950 model cars. The first of its 21 new body styles in 1951 models will start down the assembly lines in March. Meanwhile, some 4500 of the 1950 model cars remain to be shipped to dealers.

The much talked about new low-priced Kaiser will not reach the volume production stage until some time in June. However, it will be shown publicly next month at Chicago's automobile show, along with the other completely new Kaiser and Frazer models.

The new lines of Kaiser and Frazer cars already have been shown to industry writers and many K-F dealers. The dealer showing is continuing through Feb. 6.

The writers generally agree K-F knows how to build automobiles. There was a lot of enthusiasm about the styling and substantial construction of the new models. Kaiser-Frazer's major problem—one the management doesn't deny—is that of merchandising.

Kaiser-Frazer has 3200 dealers.

Right now the dealer organization, according to Edgar F.

Kaiser, is undergoing a purification process. Kaiser, president of K-F, agrees some dealers are quitting. But others, he says, are being dropped.

K-F isn't estimating its probable output for this year, other than that it expects to go well above the 60,000 units that were built in 1949.

There probably never has been a time in K-F history—dating back to 1945—when public reaction to its products has been more important to its fight for a place in the automotive world.

It is a matter of record that things can change more quickly in the auto business than in any other major segment of the nation's economy. It is also true, though, that even should this year's total output of the car industry drop a million units below that of 1949, the industry still would be operating on a substantial profit basis.

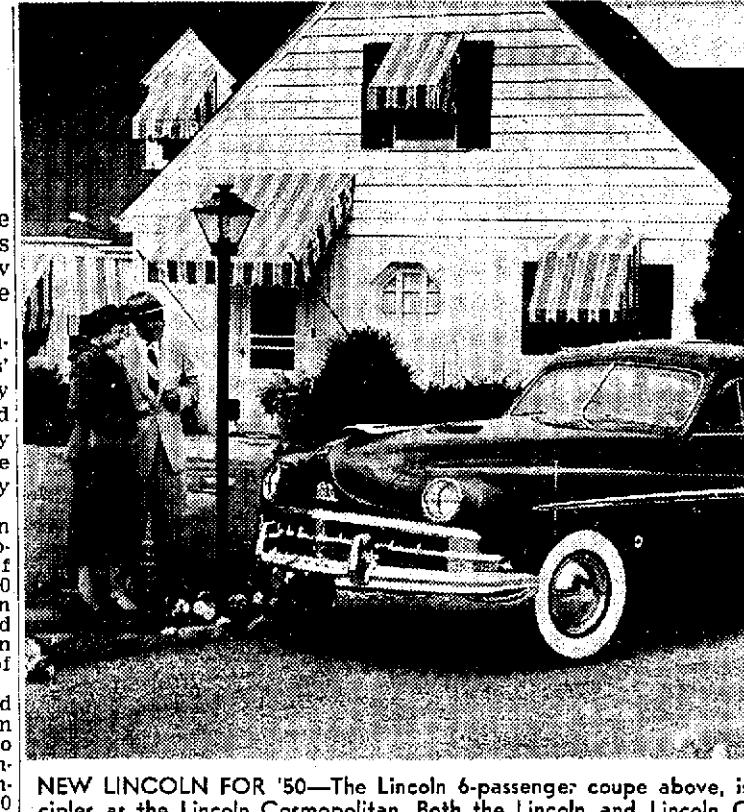
And, according to the most recently tabulated figures, there are more than 22,000,000 cars in use that were built before 1942. That's a huge replacement potential. It could keep the industry going on a profit basis for a long time—if the merchandise division does a good selling job.

Pedestrians Advised to Wear Light Colors

Pedestrians who wear light-colored clothing on these long winter nights, the highway patrol reports, are less likely to be knocked down by careless drivers.

\$700 Too Much?

MADRAS, India. Fugio Tarka, member of the allied-sponsored trade mission from Tokyo to India, said that Japan is having difficulty getting markets for a light car she wants to sell for \$700.



NEW LINCOLN FOR '50—The Lincoln 6-passenger coupe above, is styled on the same basic principles as the Lincoln Cosmopolitan. Both the Lincoln and Lincoln Cosmopolitan feature more than 150 changes for 1950. All new models are now on display locally at the Art Hall Co., 1633 American Ave.

Toll Road Stand of U.S. Chamber to Be Qualified

The United States Chamber of Commerce has been asked to favor toll road construction only

where a facility is "clearly essential" and where there is "no other" means of financing it with taxes or bond issues.

In urging this position on toll roads last month, the chamber's transportation committee also

asked other safeguards. The

position will be submitted to the chamber's board of directors soon, and if approved will be

subject to general action of the

membership either before or at

the annual chamber meeting

May 1 to 3.

HIGH BARRIER

Many local chambers have been in the forefront of opposition to individual toll projects.

The qualifications with which

the chamber committee would

surround approval of toll road

projects seem a real barrier to

such approval, it has been

pointed out. If a project was

"clearly essential" to a state,

approval by the electorate of a bond issue to construct it would

seem likely. If a bond issue were

voted, there would then be no

necessity for tolls. Conversely, if

the electorate refused to approve

bonds, some doubt would be

created as to how "clearly essential"

a project really was to a

state.

APPROVAL ASKED

The committee also asked that no toll roads be authorized in the absence of a "thorough engineering study to establish economic justification for the proposed financing" or in the absence of specific approval of a project by the state legislature and state highway department.

In other actions, the chamber committee opposed an increase in federal aid "beyond the traditional 50-50 federal-state sharing basis," and also asked strengthening of the present chamber policy against use of U. S. funds for public parking facilities in cities.

Motorists Advised to Prepare for Cold

Driving to the mountains soon? asks the highway patrol. If so, it recommends that you keep some warm clothing and blankets in your car, just in case you are stranded somewhere and the car heater goes dead.

Hudson sales executives will

hold a series of 22 nationwide

meetings for Hudson dealers,

distributors and salesmen during

the next two weeks to discuss

sales plans for the 1950 season.

It was announced by N. K. Van

Denzel, vice president in charge

of sales.

Hudson's Southern California

meeting will be headed by W. S.

Milton, director of service for

Hudson, in Los Angeles Feb. 1.

Along Automobile Row

BY TOM WYNN • AUTOMOBILE EDITOR

PRESENTED under the slogan "Nothing Could Be Finer," the new Lincoln and Lincoln Cosmopolitan cars for 1950 have arrived at the showrooms of local dealer Art Hall, at 1633 American Ave.

The new models will feature 150 styling and mechanical improvements, and are available with automatic shifting, Hydramatic transmission and the high compression, 152-horsepower V-type 8-cylinder engine.

"Our 1950 Lincoln and Lincoln Cosmopolitan models are smoother riding, easier steering and quieter driving," Benson Ford, vice president and general manager of the Lincoln-Mercury division of the Ford Motor Co., said in announcing the new cars.

They give silent, vibrationless motoring unequalled in Lincoln history.

Ed Sauter, used car dealer at 550 East Anaheim St., was elected president for 1950 last Tuesday by the Long Beach Used Car Dealers Association at a dinner meeting at the Lakewood Country Club.

Ollie Brown was re-elected as vice president and M. E. Rideout was re-elected as secretary-treasurer. Sauter's acceptance speech will probably go on record as one of the most unique ever heard by the association, it is predicted.

The teamwork between large and small business firms inevitably found in highly competitive industries is shown clearly in the records of the automotive industry's purchasing departments.

Motor vehicle firms spend well over half their total dollar receipts for supplies. In all, the industry buys more than \$5 billions in materials yearly from outside firms, in all 48 states and some 55 foreign countries.

A typical medium-sized automobile firm, for example, buys from 7300 vendors, who supply some 70,000 different items of

various parts—varying from pig iron and stamping presses to yard locomotives and paper clips. Large automotive firms may deal with as many as 25,000 separate suppliers.

Quality and cost are the two factors that get the most attention from automotive purchasing men. Even the smallest details are scanned for possible ways of improving quality or lowering costs.

To get the kind of quality they want, at the lowest possible price, automotive firms often help vendors get established to produce some needed item—giving them engineering advice and advance purchase orders, to assure the vendor a chance to make good.

And the building of a number of new assembly plants since the war, in regions where automotive plants didn't exist before, has intensified the effort to find new suppliers in local areas. One auto firm, for example, has added 45 major new suppliers in California in the last two years and spends \$47 million a year with these firms.

Aside from the motor vehicle firms themselves, over 1800 companies in U. S. now produce parts and accessories for autos. Nearly 500 other firms produce machine tools and dies for automotive manufacturers.

DEALER DOINGS . . . George E. Hoover, Inc., American Ave. Chevrolet agency, reports that E. J. McMullen has been appointed used car manager.

Art Hall, Lincoln-Mercury dealer announced last week that Cliff Puckett, veteran automobile man, will take over the duties of new car sales manager this month after several years absence from Long Beach.

CLIFF PUCKETT

Puckett has been in the automotive business since 1919, most of which time he has spent in the sales end of various dealerships in Southern California, with the majority of his service having been spent in the Los Angeles area.

The addition of Lyle Southwick to their new car sales force was revealed yesterday by Beach City Chevrolet Co. Southwick has spent many years working on auto row here.

Check List of Features to Look For!

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Ford Sets Car Production Schedules for New Record

DETROIT. (AP) The Ford Motor Co. is setting its production schedules for the first half of 1950 at the highest point in the company's history.

Announcing this today, Henry Ford II said the schedules call for 989,918 vehicles of all types, including some tractors. The previous high mark was in 1924, when 982,415 units, mostly model T cars, were produced.

Ford proposes to build more than 600,000 Ford cars and about 150,000 Ford trucks and 150,000 Lincoln and Mercury cars in this year's first six months. The remainder of the proposed record output would be tractors.

"The schedule calls for the maximum use of all of our facilities, including considerable over-

51 per Cent of U.S. Families Own Cars

At 90 miles per hour the ignition system of an 8-cylinder automobile delivers 300 sparks per second, and each spark is timed within 1/10,000th of a second, or more. Car ownership was found to run ahead of home or farm ownership.

Charles E. Kettering, former

for just about every problem

"To me," he once remarked, "scientific research is merely finding out how nature does things."

300 Per Second

"Boss Ket," as his friends call him, is 77 years old. Theoretically, he has retired. Actually he is deeply engrossed in scientific and engineering matters as he ever was.

A couple of years ago he disclosed his 12.5-to-1 compression ratio auto engine to the industry with the assertion it would save American motorists a billion dollars a year on fuel outlay. Delaying its adaptation generally is the lack of the required higher octane fuel.

FUEL COMING

But that, says "Boss Ket," is coming. "It will be available a lot sooner than most people realize," he says. He sees the next three years bringing greatly increased mileage from a gallon of gasoline.

With the highest quality fuel currently available at filling stations a 7.5-to-1 compression ratio is about as high as can be provided in stock automobiles.

Compression ratio, roughly, is the volume of space in which the piston travels compared with that into which the fuel is compressed in the combustion chamber just before it fires.

To the suggestion that much of the hoped-for economy from higher quality fuel may be lost by higher prices per gallon, Kettering says:

"Nonsense. If the price of gasoline goes up 20 per cent and through higher compression engines we increase efficiency 40 per cent we still have a substantial saving."

That 40 per cent increased efficiency is what he expected when what he calls the "chemical octane" of the fuel and the "mechanical octane" of the engine have been matched at top levels.

"Boss Ket" knows fuel as well as he does engines. He had a leading part in the development of tetraethyl lead as an anti-knock agent for motor vehicle fuel.

This is what the motorist commonly knows as "ethyl gas." It has been estimated this fuel development cut the nation's annual automobile fuel bill by a billion dollars.

And Kettering isn't worried about possible exhaustion of present sources of automotive engine fuel. "If present sources ever run out," he says, "we'll find others. We could get auto engine fuel from natural gas, from coal and from shale."

If anything Kettering says sounds fantastic it's well to remember he reduced the time required for painting an automobile from 37 days to a matter of hours. Credit for adapting the electric starter to today's automobiles and development of Diesel engines also belongs to "Boss Ket."

There are many other things important in other fields—like his development of the Kettering hypertherm, used in fever therapy work, and his co-sponsorship of the Sloan-Kettering Institute for Cancer Research.

The Kettering story is one of the most fascinating developed along with the automobile industry during the last half century. Every body likes "Boss Ket" and he holds all his friends in high regard.

He has a down-to-earth answer

Auto Owners Paying Huge Road Use Tax

Highway users paid some \$2,154,370,000 in these taxes in 1948. (The 1949 figure is even higher.)

There were also payments to state and local governments arising directly out of motor vehicle ownership or operation which came to an estimated \$505,717,000. An N. H. U. C. compilation shows that these include:

General sales taxes on automotive products, \$227,322,000. Personal property taxes, \$90,000,000.

General taxes paid by bus companies, \$13,305,000. General taxes paid by trucking companies, \$15,000,000.

Real property taxes on bus and truck terminals, public and private.

Forgetful Motorist Reports Car Stolen

MT. CARMEL, Ill. A man reported to Sheriff E. H. Kenard that his automobile had been stolen. Together they went out in the sheriff's car to search for it.

Their trip was halted by a funeral procession. The man, excitedly pointing to one of the cars in the line, exclaimed, "There goes my car."

Kenard said the man then remembered he had promised friends they could use it in the

federal highway aid. Highway users are estimated to have paid \$100,000.

State motor vehicle registration fees and miscellaneous receipts in this connection, \$717,794,000.

State motor carrier taxes (special taxes and fees), \$37,389,000.

State toll facility receipts, \$64,000,000.

Thus state highway use taxes in 1948 totaled \$2,169,211,000.

There were also \$90,000,000 in local highway use taxes levied by county, municipal and other governments. This makes the "use tax" total \$2,259,211,000.

U. S. EXCISES HIGH

In addition, highway uses paid in general automotive taxes the huge figure of \$1,660,087,000. Biggest item on this list is that for the emergency federal automotive excise taxes, which go into the government's general funds and have no connection with the federal highway aid. Highway users are estimated to have paid \$100,000.

It's fabricated construction eliminates the use of castings, and a 3 1/4-inch extension screw is incorporated. Pump-piston wear and replacement have been eliminated by replacing the pump piston bucket leather with an all-steel pump unit.

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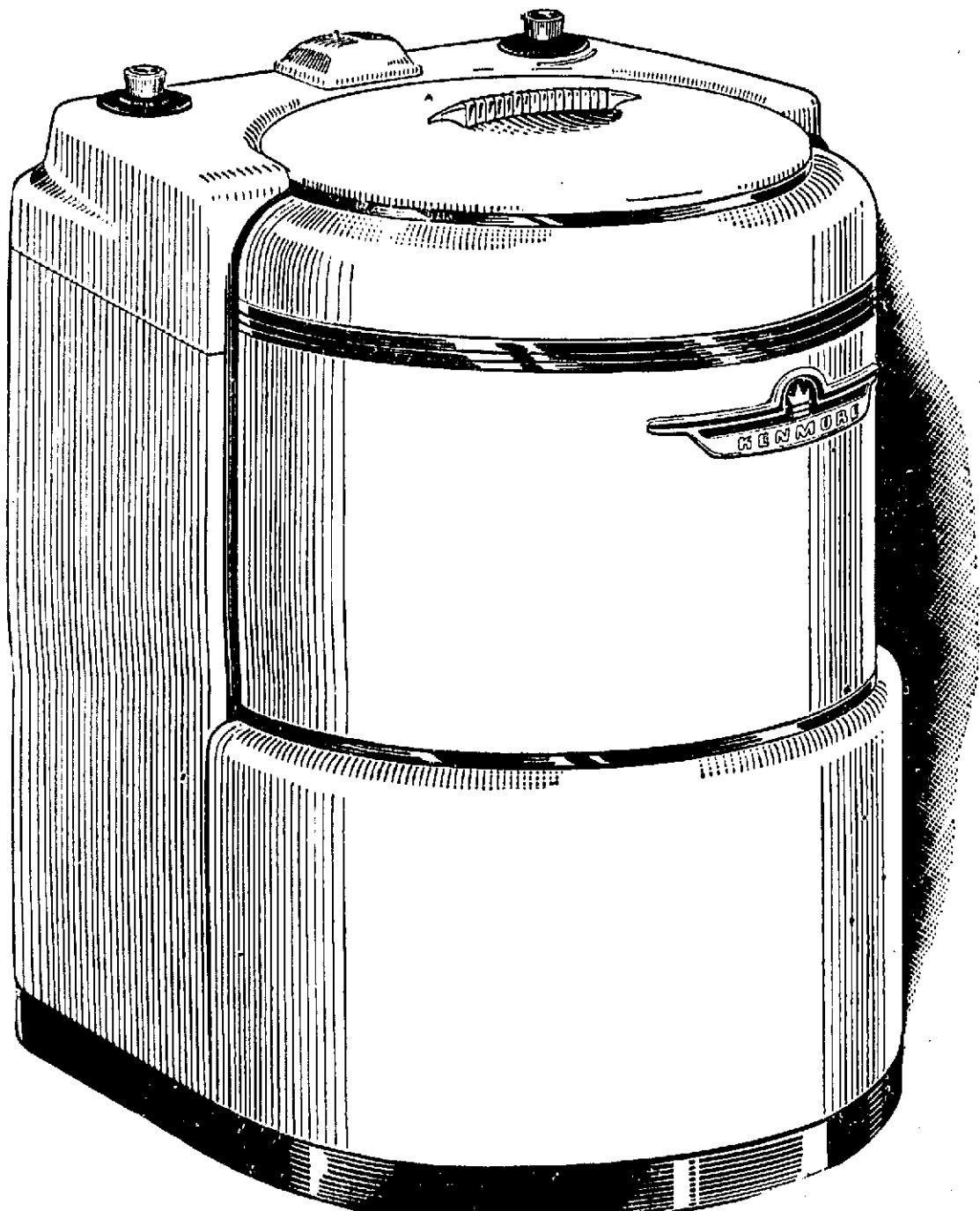
OPEN MONDAY AND FRIDAY 12:30 NOON TO 9:15 . . . OTHER DAYS 9:30 TO 5:30

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JANUARY SALES

Make wash day a day of pleasure!

FULLY AUTOMATIC KENMORE WASHER



209⁹⁵

Only \$10 down

- Compact and modern in design, stands 35 inches high. Saves stooping, bending, reaching!
- Wonderful Suds-Saver uses less soap and hot water. Only 'Kenmore' has it!
- Large tub washes clothes cleaner, faster. And more can be added during operation!
- The flexible automatic controls permit repeating or skipping any operation during process!
- Cleans automatically! Drains automatically! Shuts off automatically!
- It's safe! No wringers, no moving parts are exposed to cause accidents!
- Permits faster drying, gets clothes 25% drier than ordinary wringer.
- Made ONLY for Sears! Sold ONLY by Sears! Fully guaranteed by Sears! See it today!

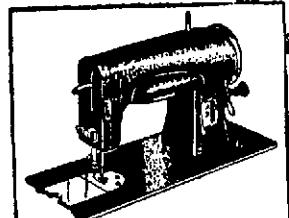
This beautiful 'Kenmore' washer works like magic! Load it, set it, forget it! That's all, until the wash is ready for the line. Think of the greater savings in work and time; and the savings in clothes, for 'Kenmore' is more gentle, more complete with its water-washing action. Sears offers this wonder-worker at a money-saving price!

Streamlined Cabinet Style Kenmore Sewing Machines

Guaranteed for 20 years! Automatic features, universal type electric motor. Quiet, rotary motion.

174⁹⁵

\$5 Down
Sears Easy
Terms, Usual
Carrying
Charge

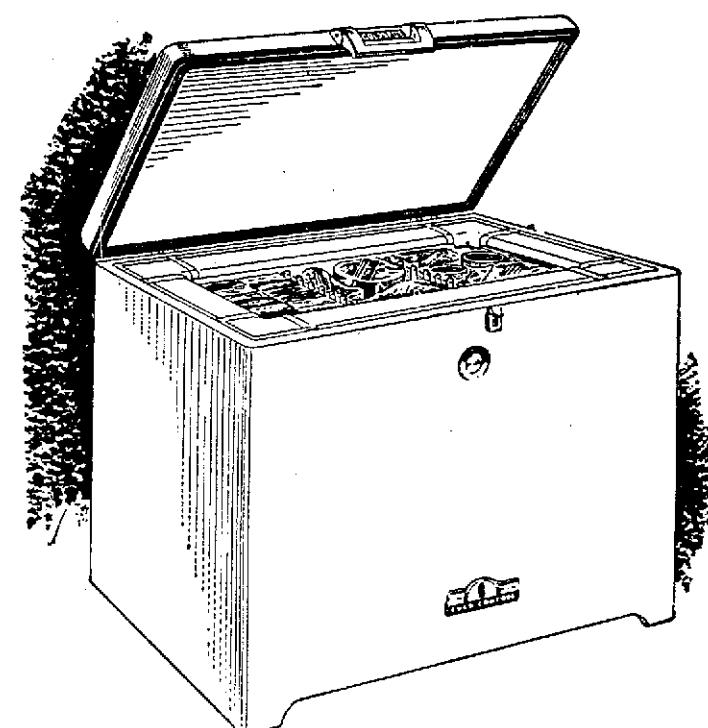


Sears, Roebuck and Co. 450 American Ave.
Please send me additional information about the
'Kenmore' electric sewing machine.

NAME _____
ADDRESS _____
PHONE _____

Open Monday and Friday 12:30 to
9:15 P.M.; Other Days, 9:30 to 5:30

"Satisfaction guaranteed or your money back" SEARS

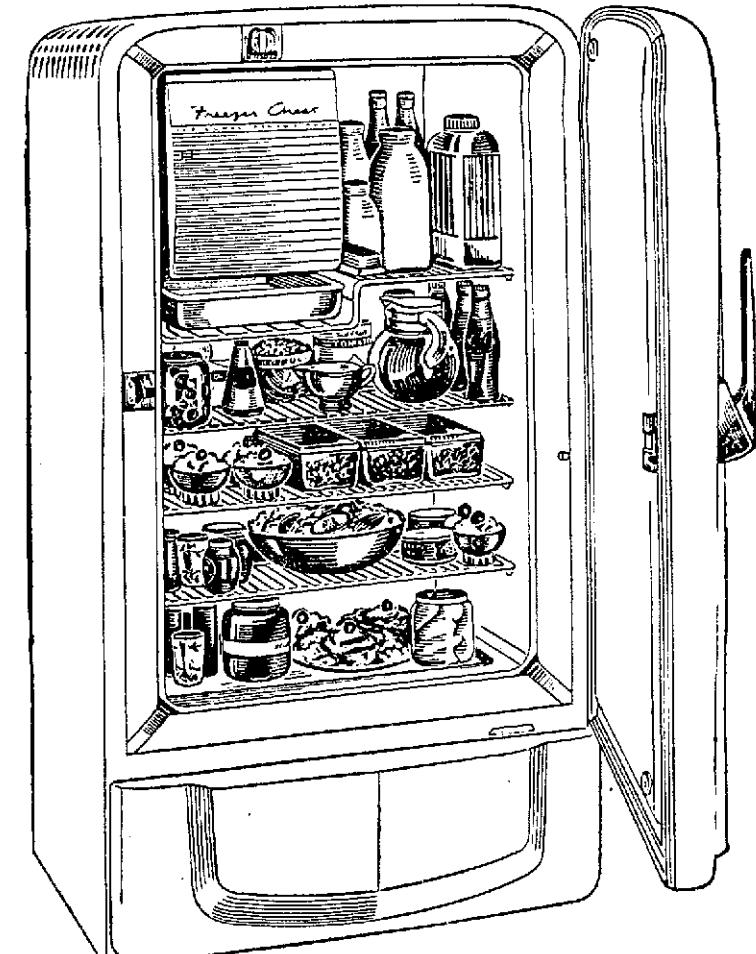


**Priced to Save! Regular
214.95 Coldspot Freezer**

\$187

Only \$5 Down
Sears Easy Terms
Usual Carrying Charge

You'll enjoy one more convenience, when you have this fine "Coldspot" freezer in your home! Stores, preserves 240 pounds of frozen foods. Beautiful, efficient, welded all-steel cabinet. Adjustable cold control, two compartment dividers. Save now, at Sears!



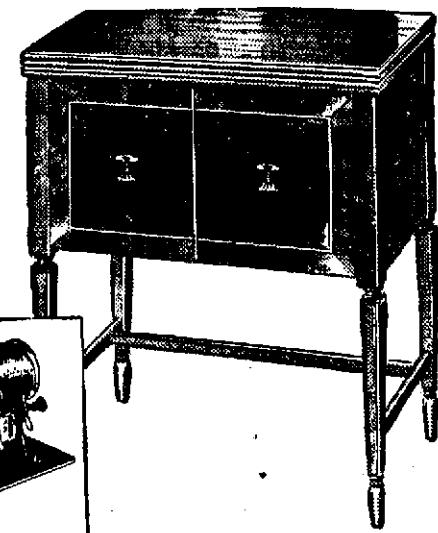
**Big 7.4 cu. ft.
COLDSPOT**

\$177

Only \$5 Down!
Sears Easy Terms
Usual Carrying Charge

Monday Last Day at this Low PRICE!

We have a limited quantity of these regular \$179.95 Coldspots to go at this price! Hurry to Sears, see this wonderful refrigerator now! Its fine features include beautiful Durabond finish, all-steel cabinet, freezer chest that stores 23.2 pounds of frozen food, and money-saving double-duty insulation. A budget-priced value for the smart buyer! For "Coldspot" is the RIGHT way to say refrigerators! For the best in values, and for certain savings, shop at Sears!

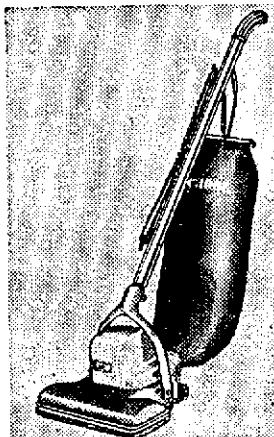


Reg. 44.95 Kenmore

"Pride of the Home"

**Vacuums
29⁹⁵**

Sears Easy Terms
Usual Carrying Charge



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